

REMARKS/ARGUMENTS

In the above-mentioned Office Action, claims 479-531 were rejected as failing to comply with the written description requirement; claims 479, 481, 495, 498, 499, 524, 528 and 529 were rejected as being anticipated by U.S. Patent 3,420,364 (Kennedy); claims 479, 481, 484, 485, 491, 499, 505, 507, 524, 528 and 529 were rejected as being anticipated by U.S. Patent 5,466,013 (Garrison); claims 479-514 and 524-529 were rejected as being unpatentable over U.S. Patent 4,863,772 (Cross) in view of U.S. Patent 5,407,718 (Popat); claims 515 and 516 were rejected as being unpatentable over Cross in view of Popat and further in view of U.S. Patent 4,704,317 (Hickenbotham); claims 517-523 were rejected as being unpatentable over Cross in view of Popat and further in view of U.S. Patent 5,198,275 (Klein); claims 530 and 531 were rejected as being unpatentable over Cross in view of Popat and further in view of U.S. Patent 5,842,722 (Carlson)

"Carrier" has been deleted from the claims in response to the written description rejection.

Independent claim 479 has been amended to further define the facestock sheet construction. Dependent claims 485, 490, 500 and 505 have been accordingly cancelled, and claims 489 and 507 amended.

Independent claim 479 has been further amended to state that the (non-tacky) back sides of the individual printed business cards are formed by the film layer. Dependent claim 528 has accordingly been cancelled.

Kennedy does not disclose the facestock sheet construction as presently claimed. (See, e.g., Kennedy, column 1, lines 62-67). Further, the printable business card sheet of the present invention is easier to cut than the Kennedy tag strip. (See, e.g., Kennedy, column 2, lines 35-45.)

Garrison does not disclose the facestock sheet construction and the continuous sheet as presently claimed.

Applicants respectfully contend that the obviousness rejections of Cross in view of Popat are improper. These two patents are directed to two very different

technologies having different problems. Popat discloses labels requiring adhesive backsides. Cross is concerned with tags having no tack on their backsides. Accordingly, they are non-analogous.

Claim 479 claims that the dry laminate sheet construction is sized, constructed and adapted to be sheet-fed through a printer or copier for a printing operation on the printable business cards. Further, a top surface of the facestock sheet construction is constructed and adapted to receive indicia printed on the top surface during the printing operation. In direct contrast, Cross discloses a "construction" that is not so sized, constructed and adapted to be sheet-fed through a printer or copier... Rather, it discloses the opposite, namely, a construction which is printed while in a roll (or web or web-like) form. See, e.g., Cross, column 4, lines 48-58, column 5, lines 50-57, and column 6, lines 35-49. Accordingly, Cross and Popat are non-analogous, Applicants respectfully contend.

Additionally, the only suggestion or motivation to combine them is impermissible hindsight.

The present claims are directed to a sheet construction which is cut so as to form printable business cards and a matrix waste portion around the printable business cards. In sheeted (laminate) products with matrix waste portions, "lay flat" is an issue and it is typically achieved pursuant to methods well known by those skilled in the art by remoisturizing the product during manufacturing. Lay-flat is not a concern for the web of Cross, and the production line of Cross does not indicate remoisturization capability.

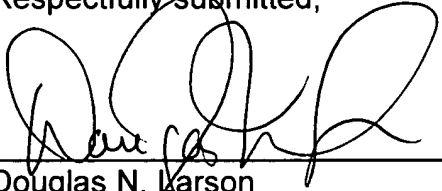
It is respectfully requested that the examiner respond directly to the Cross lay-flat issue. MPEP 716.01 (c) and the examples listed therein, on which the examiner relied, do not appear to be pertinent.

Accordingly, it is respectfully contended that all of the claims now pending are in condition for allowance. Issuance of the Notice of Allowance at an early date is thus in order.

If there are any remaining issues, the Examiner is encouraged to telephone the below-signed counsel for Applicants at (213) 689-5142 to seek to resolve them.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-1853. Should such additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,



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